



WINEGROWING *in* NORTH CAROLINA

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North Carolina Muscadine Grape Association

“Selling Grapes for Processing and Wine”

How does a grower develop a long-term relationship with a processing facility (Winery) to sell grapes under terms that are beneficial to both parties involved?

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Primary concerns:

Grower

1. Weather
2. Disease Pressure
3. Harvest timing
4. Logistics
5. Getting paid

Processing Facility

1. Harvest timing
2. Quality
3. Communication with grower (scheduling)
4. Delivery timing

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Tips for a good relationship with a processing facility:

1. Develop a relationship early in the season.
2. Tonnage size ratio (Vineyard : press size)
3. People do business with people they like
4. Agree on quality standards
5. Think long-term
6. Honor your part of the bargain
7. Develop communication method that works
8. Invoice immediately after delivery

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Contentious Issues

1. Price per ton and net payment
2. Crop Estimate/Lot size
3. Certified scale
4. Delivery timing and timing from “vine to press”
5. Rejection of grapes (MOG, rot, fermentation, ripeness)
6. Contracts
7. Return of bins
8. Pay on time

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Questions